



SOUTH JORDAN
U T A H

SOUTH JORDAN CITIZEN SURVEY 2023 PUBLIC OPINION RESEARCH





- 1 A large majority of residents believe the city is generally going in the right direction, consistent with prior years' evaluations. Only 12% view South Jordan as heading in the wrong direction.
- 2 Residents give the city especially high ratings for providing a safe community and opportunities to participate in city events.
- 3 Residents' major concerns continue to be focused on managing growth, but with a renewed sense of concern about water conservation efforts. Infrastructure and traffic issues are especially common looking toward the future 3-5 years from now.
- 4 Most residents feel that they are receiving a good value for their tax dollar (73%). District 1 residents continue to be the most satisfied with 76% indicating the value for their tax dollar as "Excellent" or "Good."
- 5 Ratings for city code enforcement have returned to prior year levels after a spike in satisfaction in 2022, while recycling ratings continue to rebound and zoning sees a slight increase in satisfaction.
- 6 Residents' city contact rates have continued to decline, while satisfaction with city interactions remains high, pointing to efficient communication channels and services. Regarding preferred information channels, half of residents say they prefer to receive updates about the city via email.

THINGS TO REMEMBER

SURVEY METHODOLOGY

SURVEY METHODOLOGY



Survey interviews were completed **January 7-23, 2023**. The sampling frame of South Jordan residents came from an updated panel list consisting of contacts from a South Jordan City **utilities list** and from the official **Utah Voter File**.

83%

We emailed **8,598 invitations** and sent approximately **3,000 text messages** to sampled residents. 1,410 emails bounced due to either incorrect email addresses or high spam filter settings, resulting in a **deliverability rate of 83%**.

92%

1,271 citizens responded. **1,174** of them completed the online surveys and had addresses in **South Jordan**. This results in a **response rate of approximately 92% overall**. Each email address could respond only once.

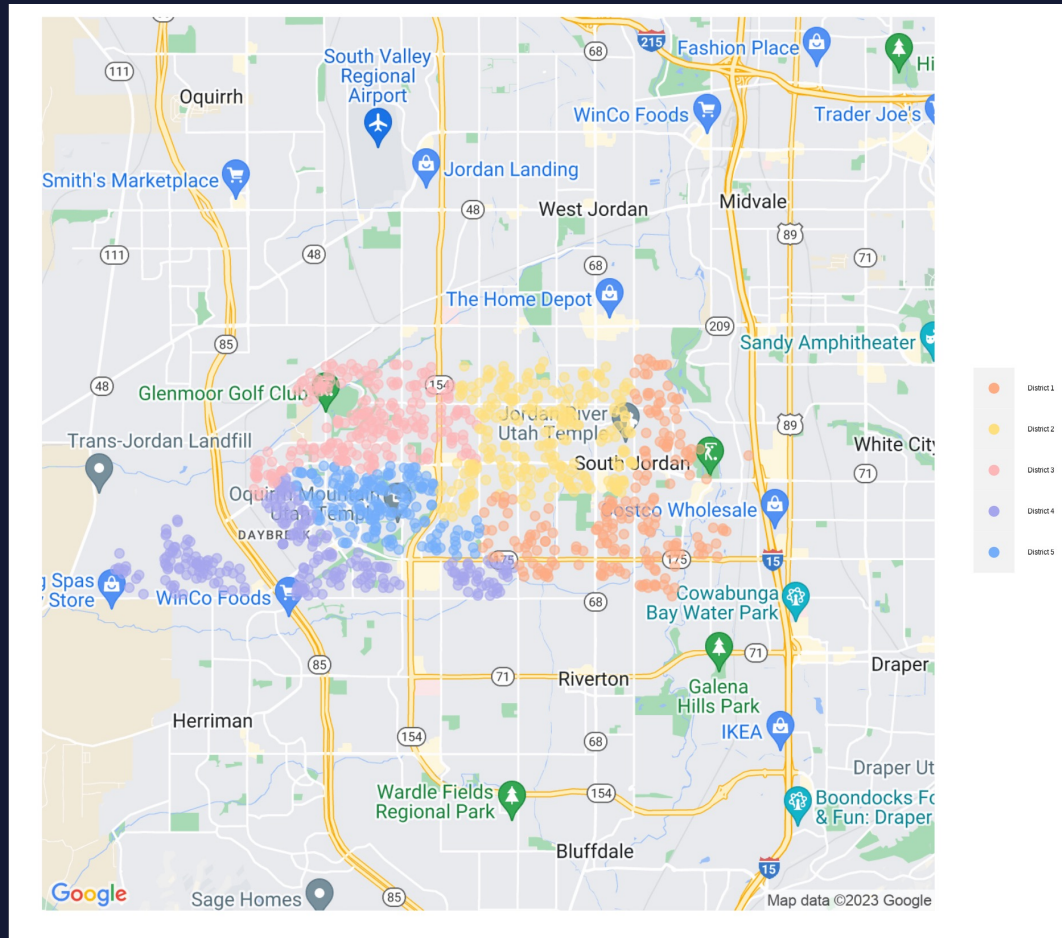
+ 2.8
-

1,174 interviews among an estimated adult population of **80k** results in a **margin of error for the survey of plus or minus 2.8 percentage points**. Responses were weighted on age, gender, and city council district to **better approximate city demographic composition**.

GEOGRAPHIC DISTRIBUTION



We have significant representation in each of South Jordan's five City Council districts with roughly 190-379 panelists residing in each district.



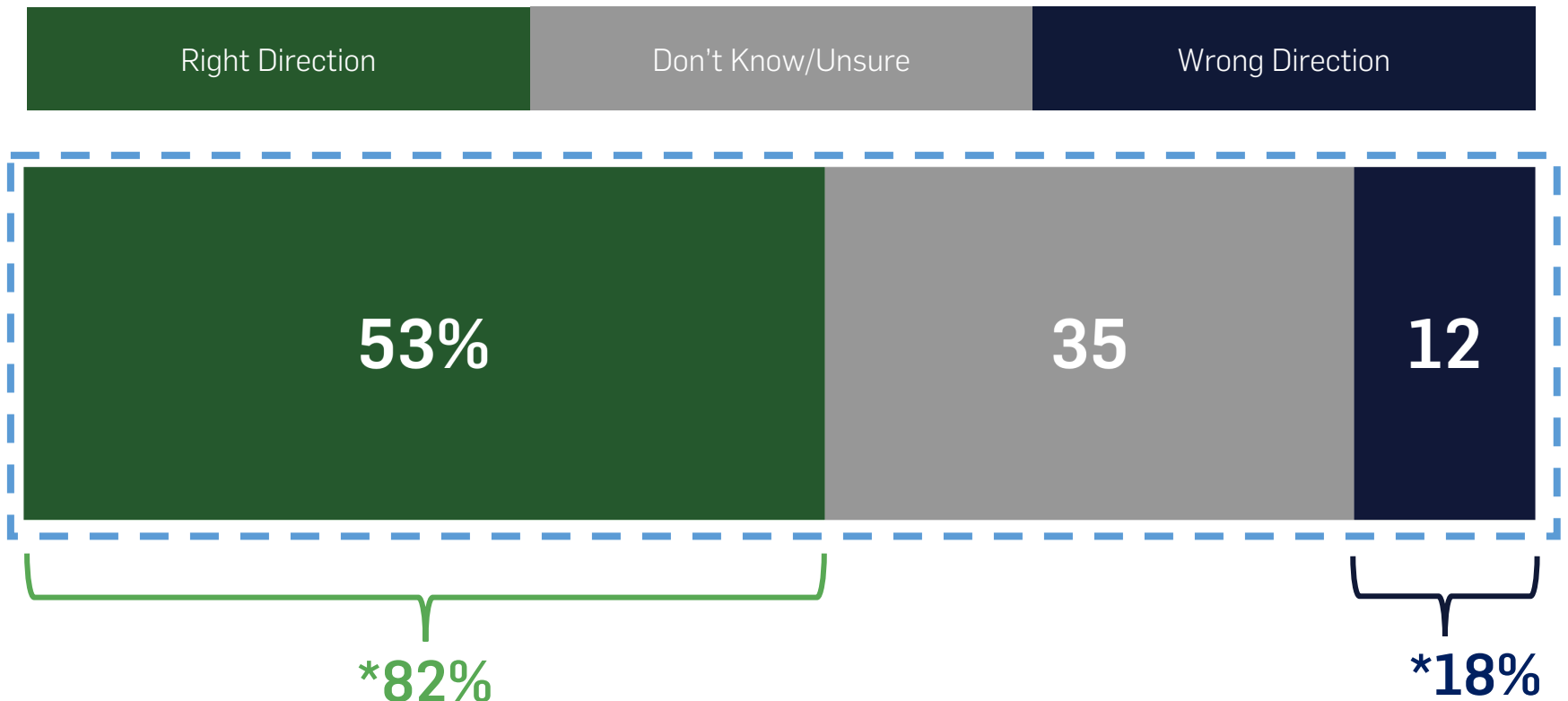
CITY DIRECTION & PERCEPTIONS

CITY HEADED IN THE RIGHT DIRECTION

Just over half of respondents (53%) say the city is headed in the right direction. Just 12% say things are headed in the wrong direction, and about 1-in-3 residents are unsure. Excluding those who decline to express an opinion, more than 8-out-of-10 respondents feel the city is headed in the right direction.

Q

Overall, would you say the city of South Jordan is headed in the right direction or the wrong direction?



**Percentages represent proportion of respondents after filtering out "Don't know/unsure" responses*

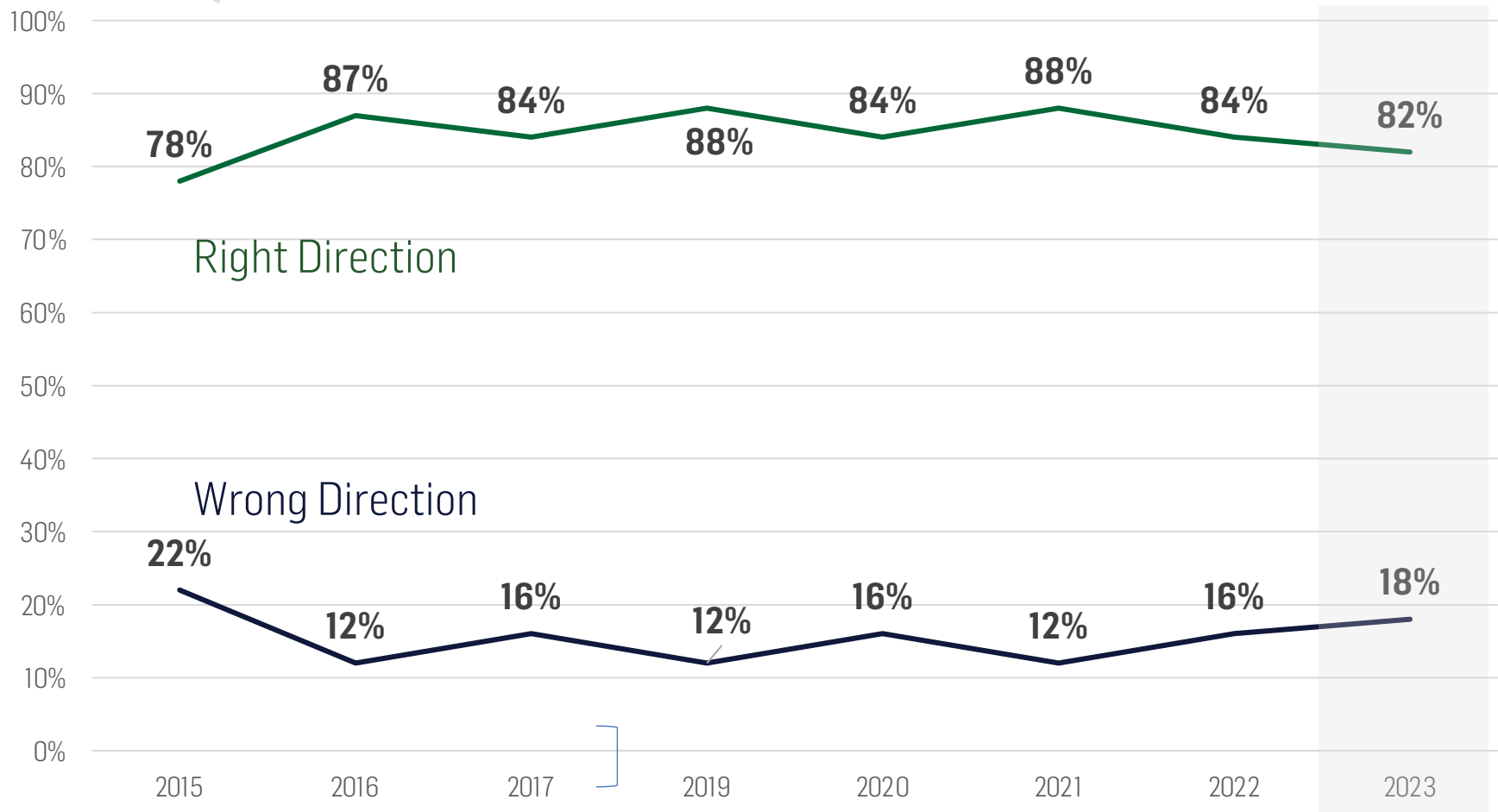
CITY HEADED IN THE RIGHT DIRECTION

Statistically, the share of residents who say the city is headed in the right direction is down slightly (-2 percentage points) from previous years. The proportion of residents who say things are headed in the wrong direction is slightly higher compared to previous years, but still lower than in 2015.

Q

*Overall, would you say the city of South Jordan is headed in the right direction or the wrong direction?

*Percentages exclude "DK/Unsure" responses

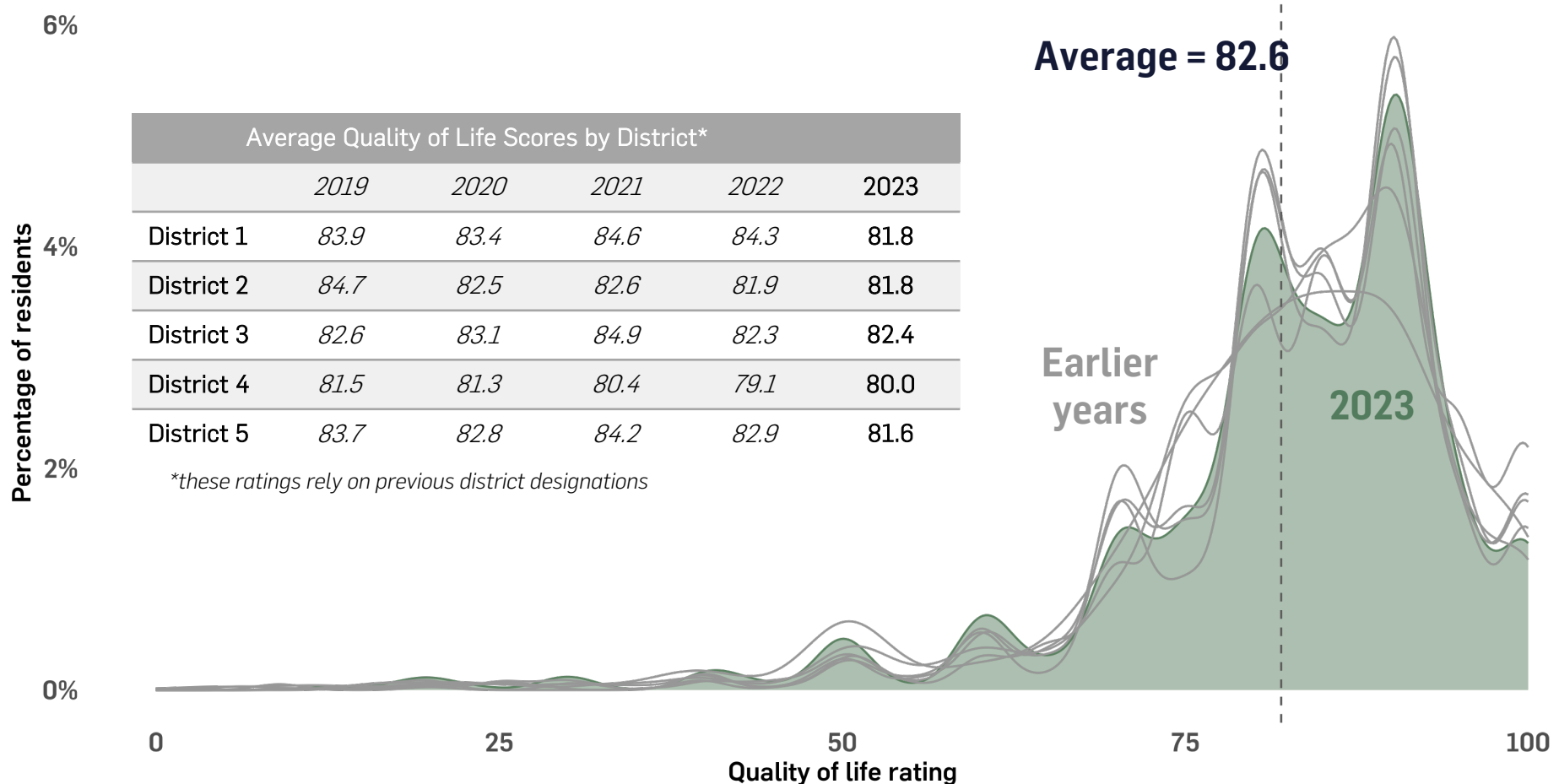


OVERALL QUALITY OF LIFE: 82/100

Residents reported a high quality of life, consistent with past years. Residents in District 3 offer the highest quality of life ratings on average.

Q

All things considered, on a scale from 0 to 100, with 0 being very low and 100 being very high, how would you rate your overall quality of life in South Jordan?

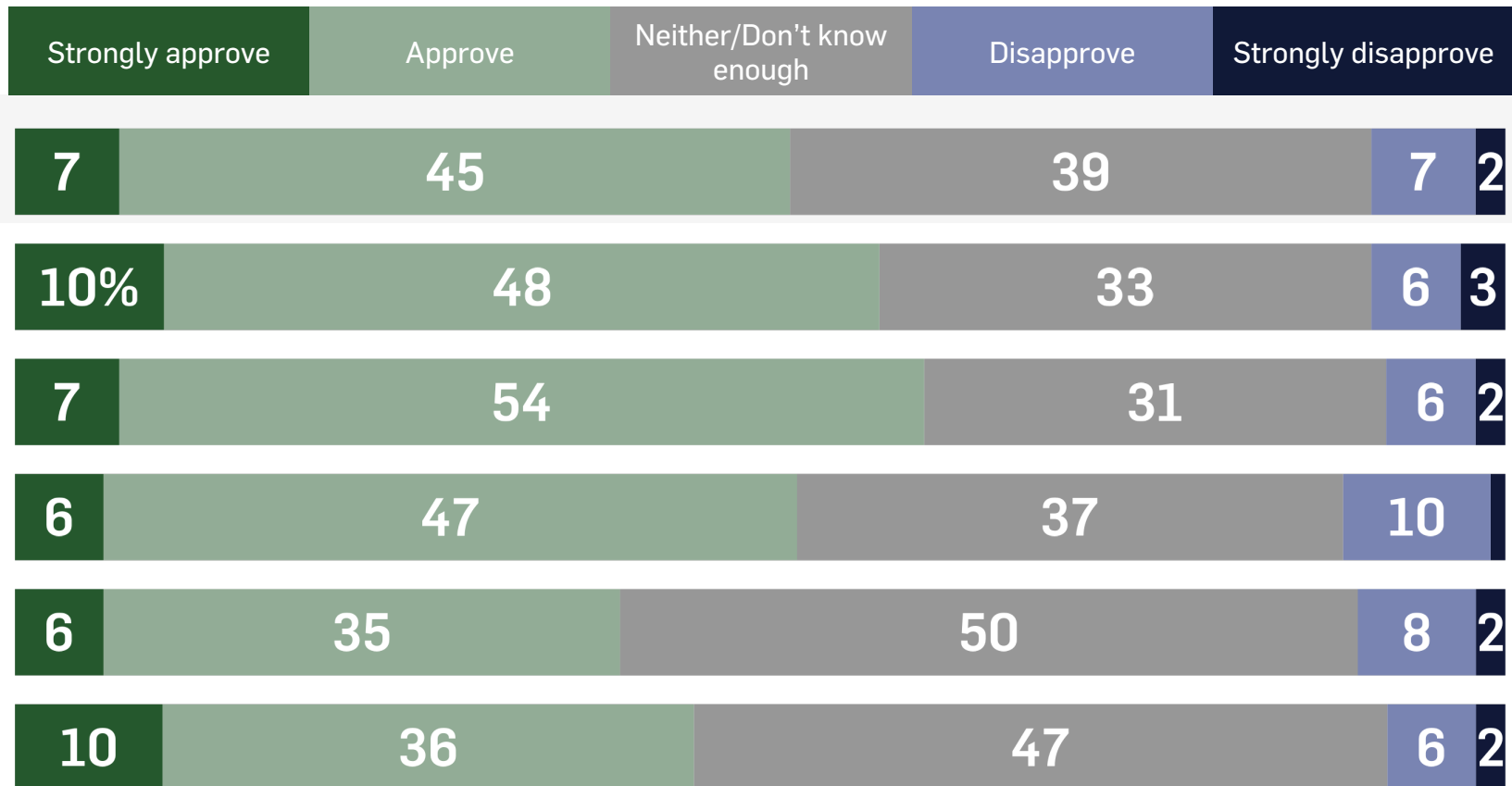


MAJORITY MAYOR AND CITY COUNCIL APPROVAL

52% of residents approve of how the Mayor and City Council are doing their jobs; this approval level is down 17 points from last year. Job approval is highest in District 2.



Do you approve or disapprove of how the South Jordan Mayor and City Council are handling their jobs?

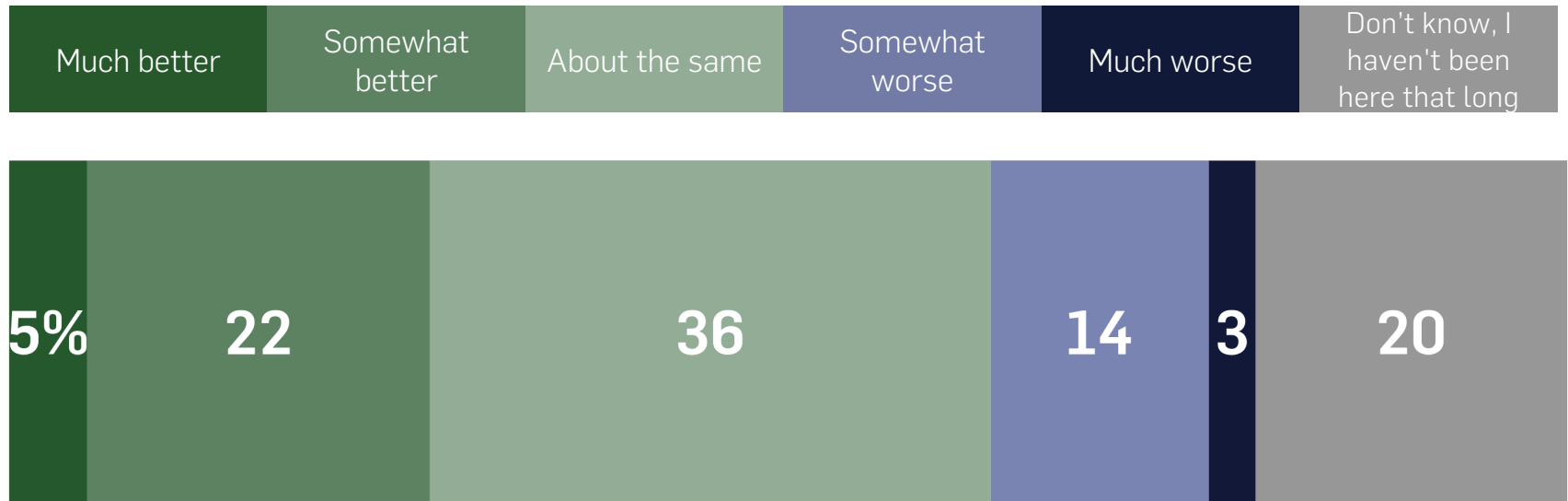


SOUTH JORDAN BETTER THAN 5 YEARS AGO

27% of residents say that South Jordan is better than it was 5 years ago. 20% say they have not been here long enough to make the comparison, and 17% say South Jordan is somewhat or much worse than it was 5 years ago.

Q

How would you rate the City of South Jordan today compared to five years ago?
Would you say it is...



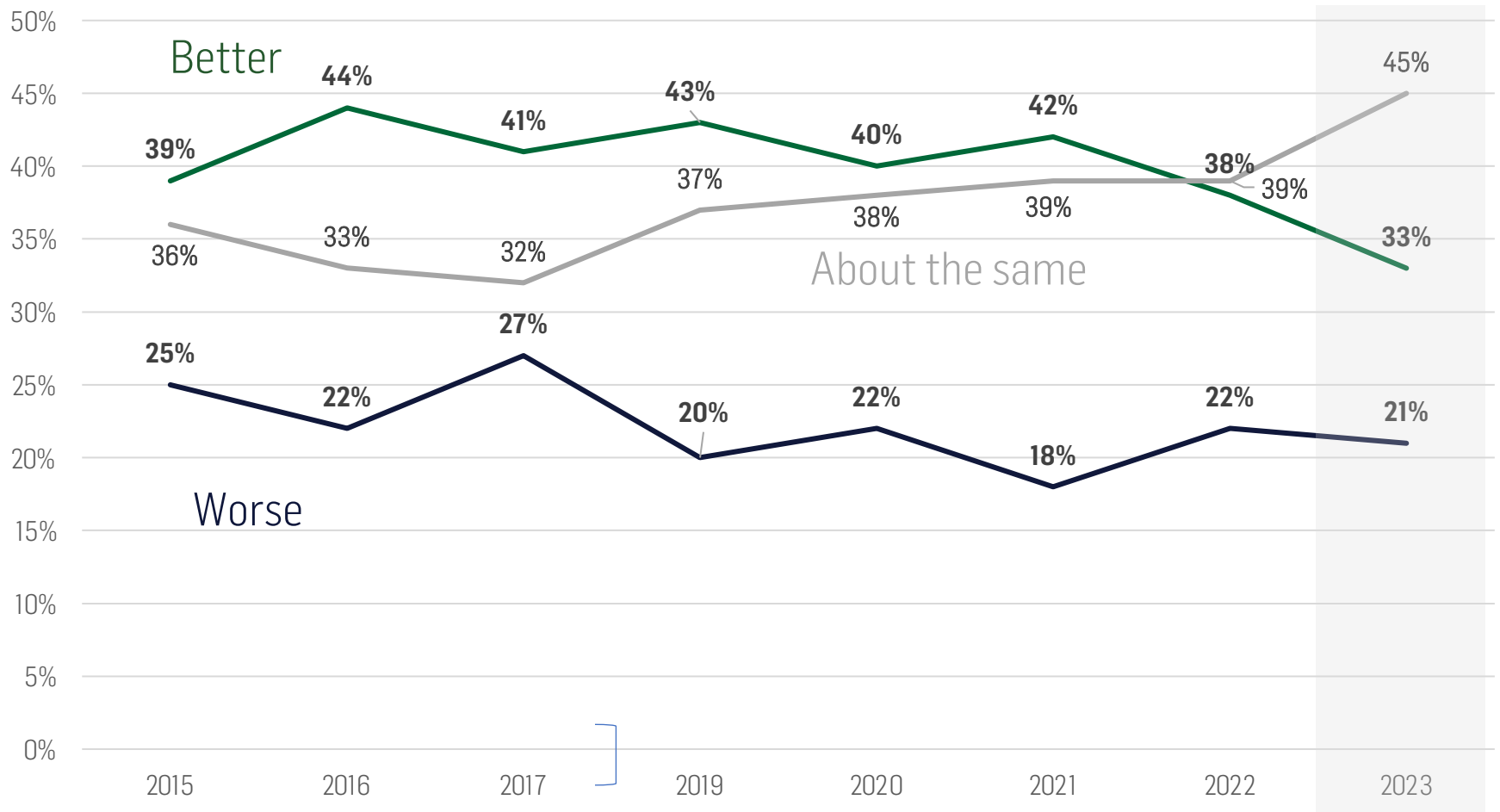
SOJO LARGELY SEEN AS MAINTAINING STATUS QUO

33% of residents say the city is better now than it was five years ago (down by -5 percentage points from last year), while slightly fewer respondents (21%) say that it is worse compared to last year. Nearly half of respondents reported that things in South Jordan are about the same as they were five years ago—a positive reflection given the consistently high quality of life ratings over time.

Q

*How would you rate the City of South Jordan today compared to five years ago?
Would you say it is...

**Percentages exclude "DK/Unsure" responses*



SOUTH JORDAN FAVORITES: SAFETY AND COMMUNITY

What do you like most about living in South Jordan?



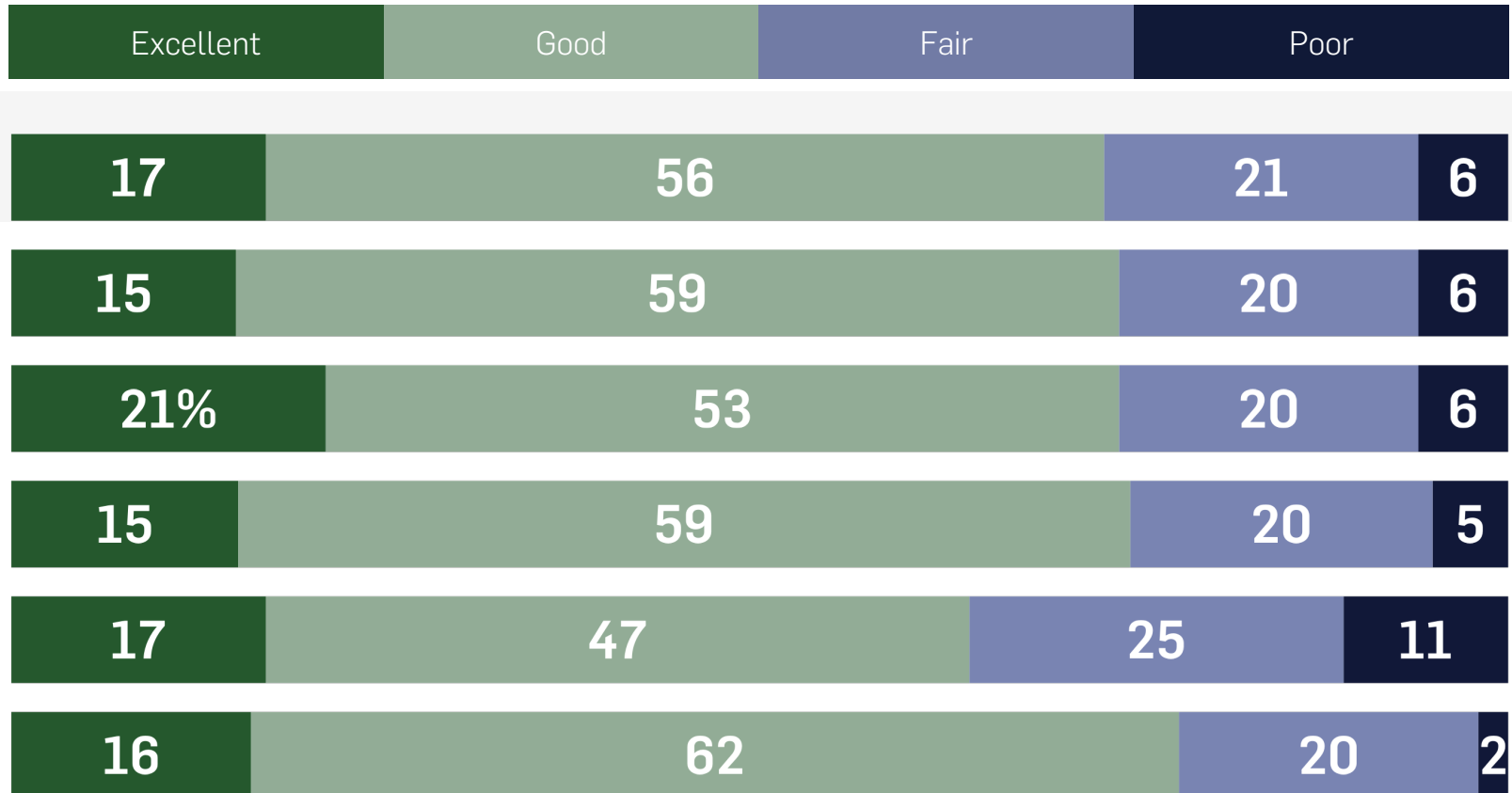
*Only words mentioned >2 times are shown in the visualization above

GOOD SERVICE VALUE THROUGHOUT THE CITY

73% of residents feel that the value of their tax dollar is good or excellent. Only 6% think that it is poor. District 5 rates the service for their tax dollar the highest.



In general, how do you rate the service you receive from South Jordan for your tax dollar?

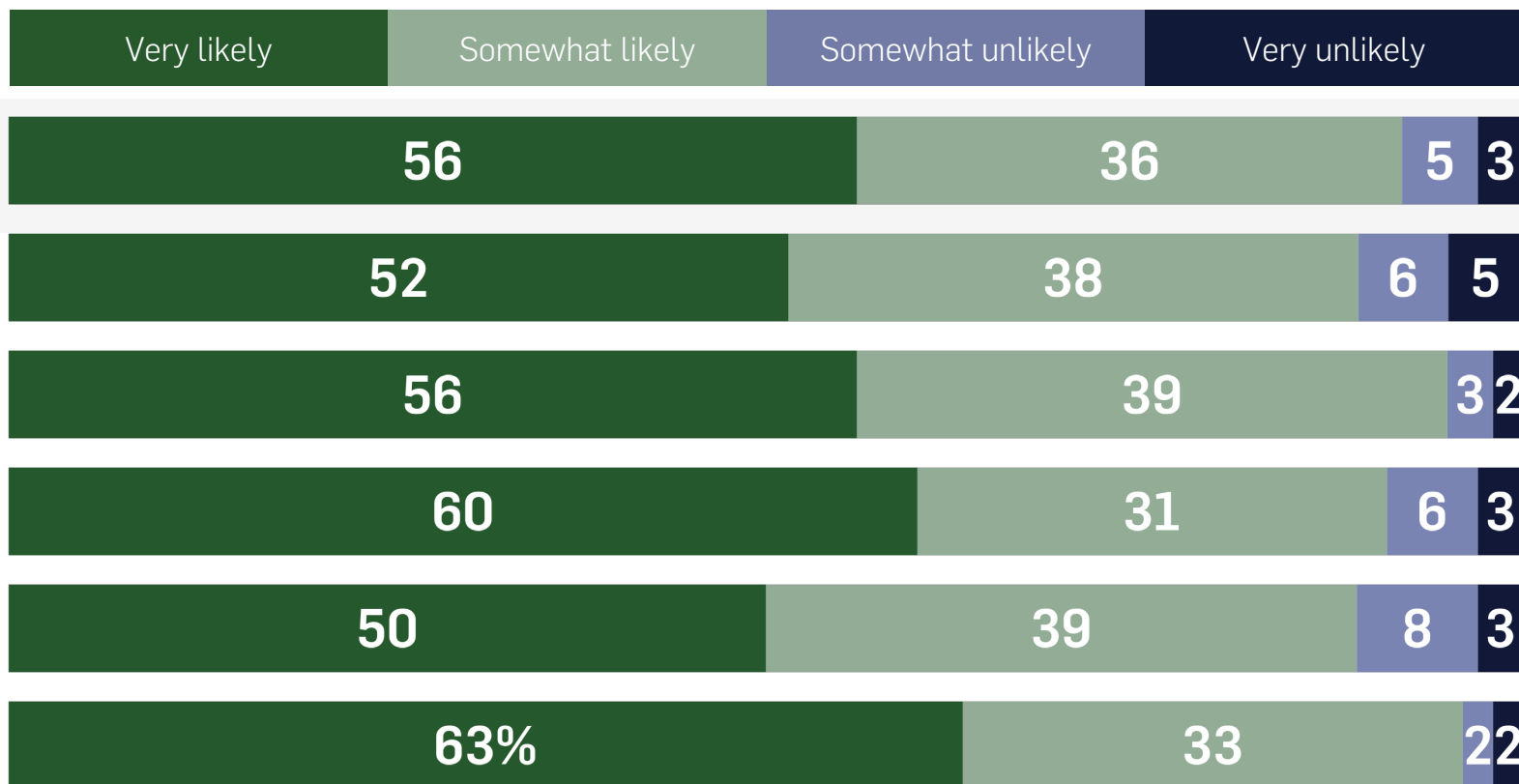


SOUTH JORDAN HIGHLY RECOMMENDABLE

Likelihood to recommend South Jordan as a good place to live is very high—92% of residents say they would recommend South Jordan to family and friends.



How likely are you to recommend the City of South Jordan to friends and family as a good place to live?



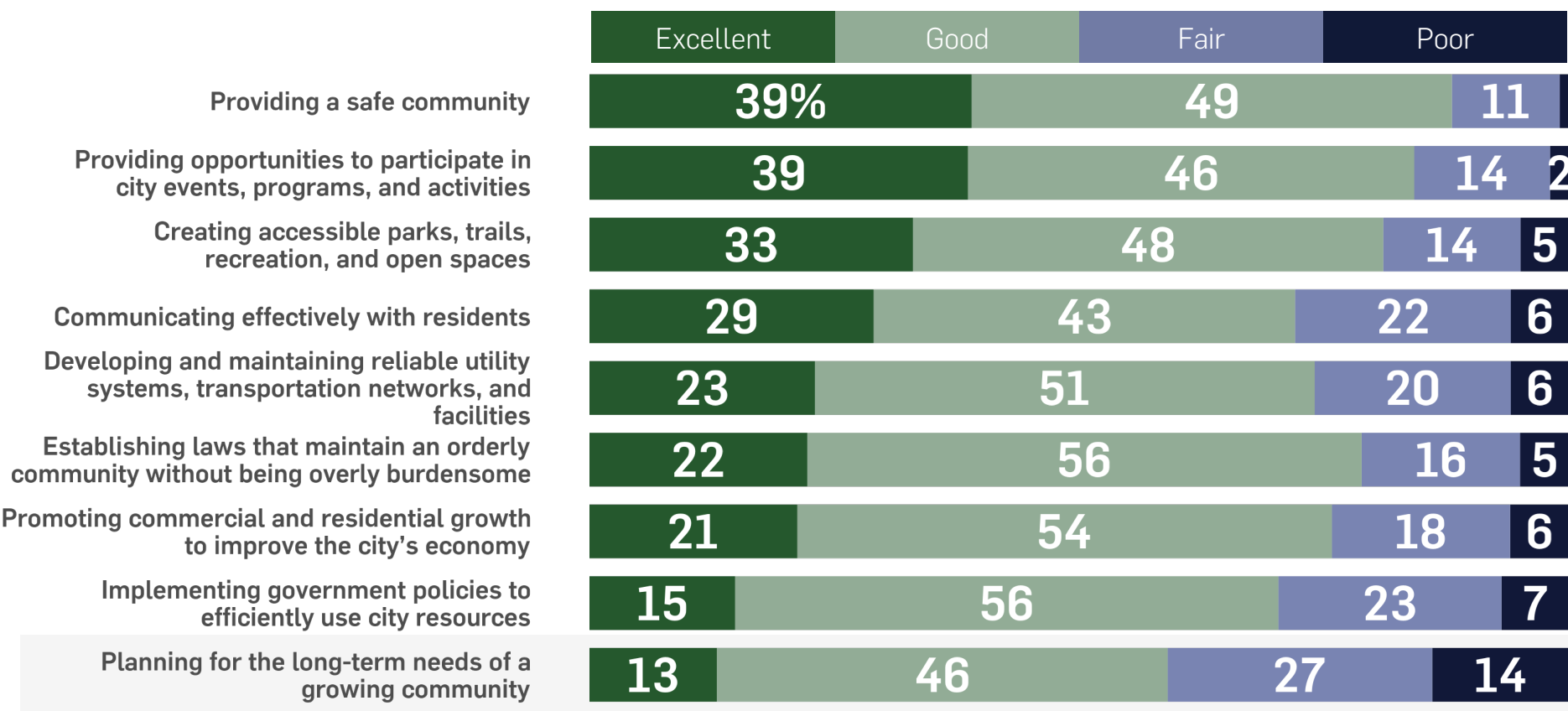
COMMUNITY PRIORITIES AND CITY SERVICES

ROOM FOR IMPROVEMENT IN PLANNING FOR GROWTH

Residents reported improvement in performance for all community priorities. Planning for long term growth continues to be rated the lowest, though a majority of residents suggest the City is doing an excellent or good job in that regard as well.



The elected officials of South Jordan have set priorities that they use to help them make decisions. Officials would like to know how well they are doing at meeting these priorities. To the best of your knowledge, how would you rate South Jordan's performance in each of the following categories?

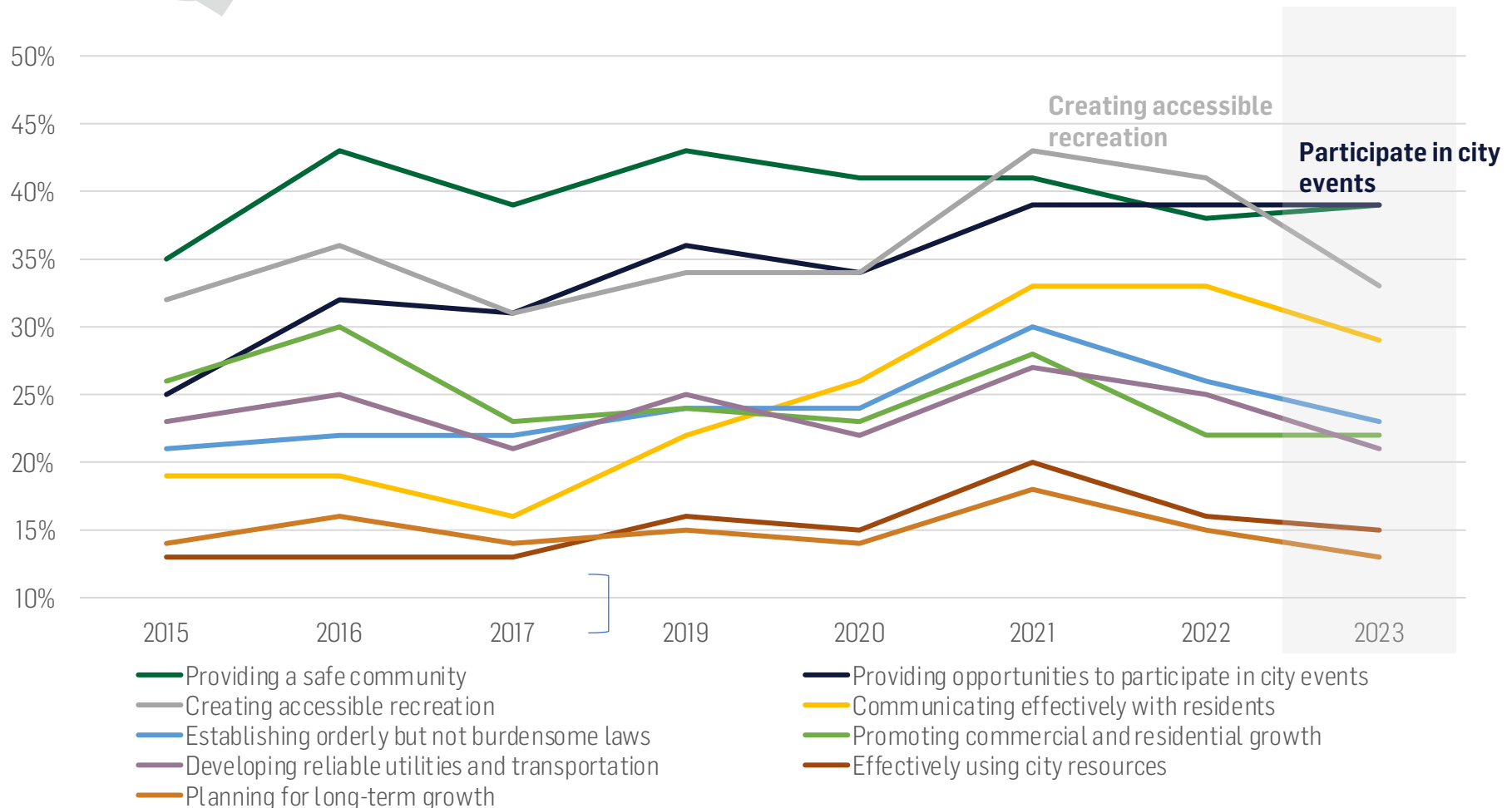


ACCESSIBLE RECREATION DOWN FROM 2022

Creating accessible recreation saw the greatest decline (-8 percentage points) and has returned to pre-pandemic levels. Providing opportunities for city events has made the steadiest improvement since 2015.

Q

How would you rate South Jordan's performance in each of the following categories?
(% rated as excellent)



TOP ISSUE TODAY & TOMORROW: GROWTH

Q In your opinion, what is the most important issue facing South Jordan **today**?

Q What is the most important issue facing South Jordan in the next 3-5 years?

[illegible][illegible]

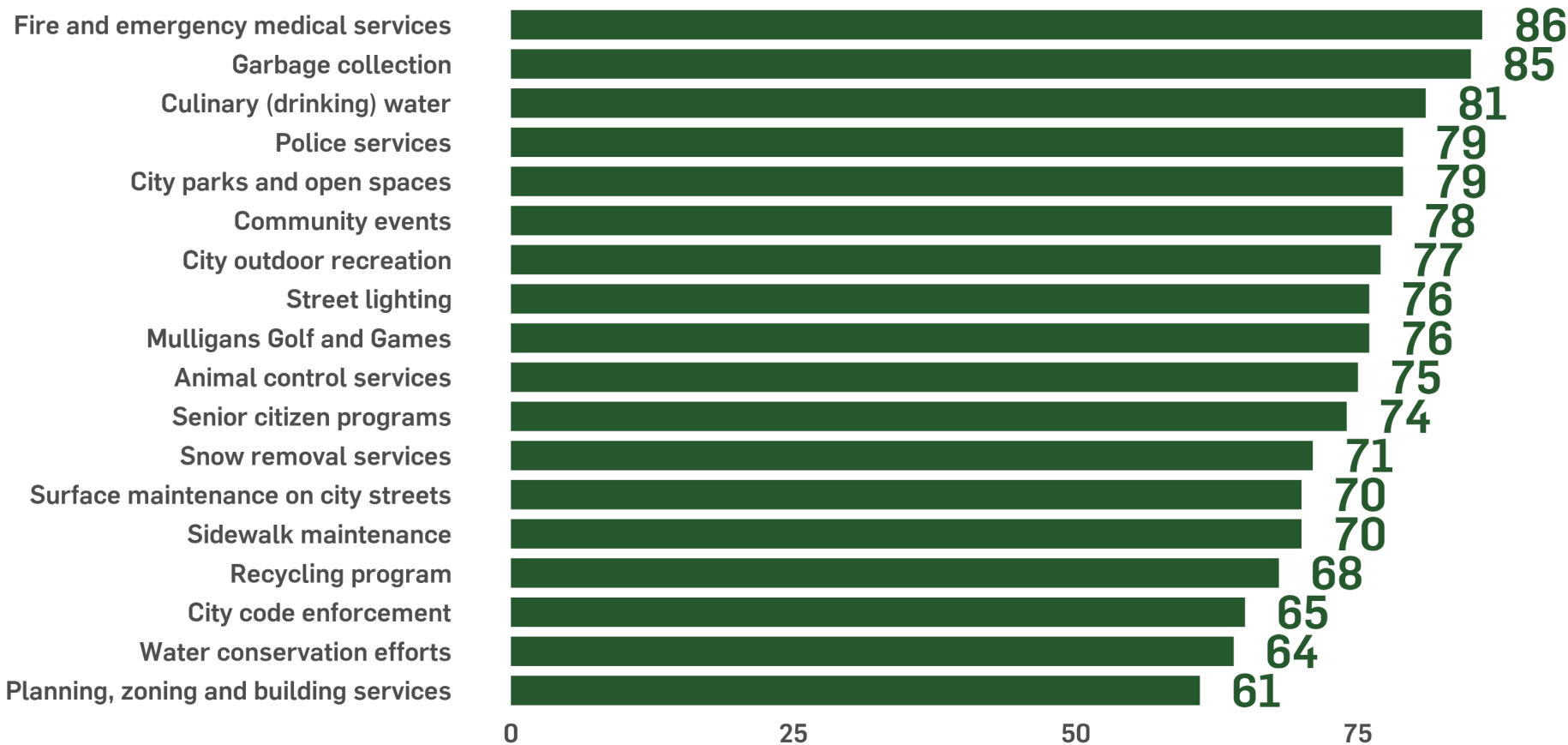
FIRE & EMS, GARBAGE SERVICES RECEIVE TOP MARKS

Residents give the highest service ratings to fire and emergency medical, garbage collection, drinking water, and police: all over 80/100. They give the lowest ratings to water conservation and planning, zoning, and building services.

Q

The elected officials of South Jordan have set priorities that they use to help them make decisions. Officials would like to know how well they are doing at meeting these priorities. To the best of your knowledge, how would you rate South Jordan's performance in each of the following categories?

Average Score for City Services

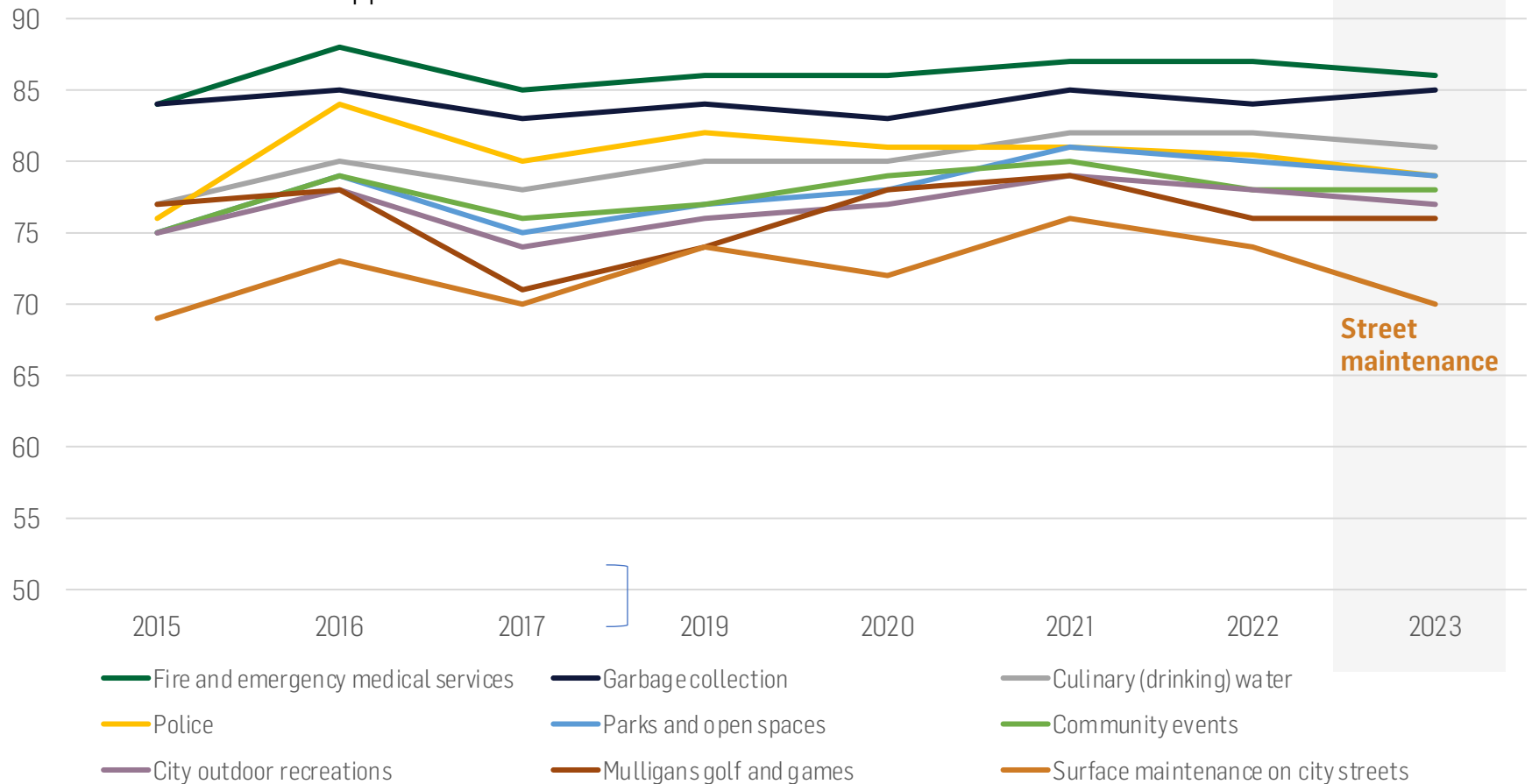


TOP TIER SERVICES: MAJORITY CONSISTENTLY HIGH

Most top tier services have remained consistent since the previous year. Fire & EMS continues to be the highest-rated city service. Surface maintenance on city streets was the only service to decrease (-4 percentage points).

Q

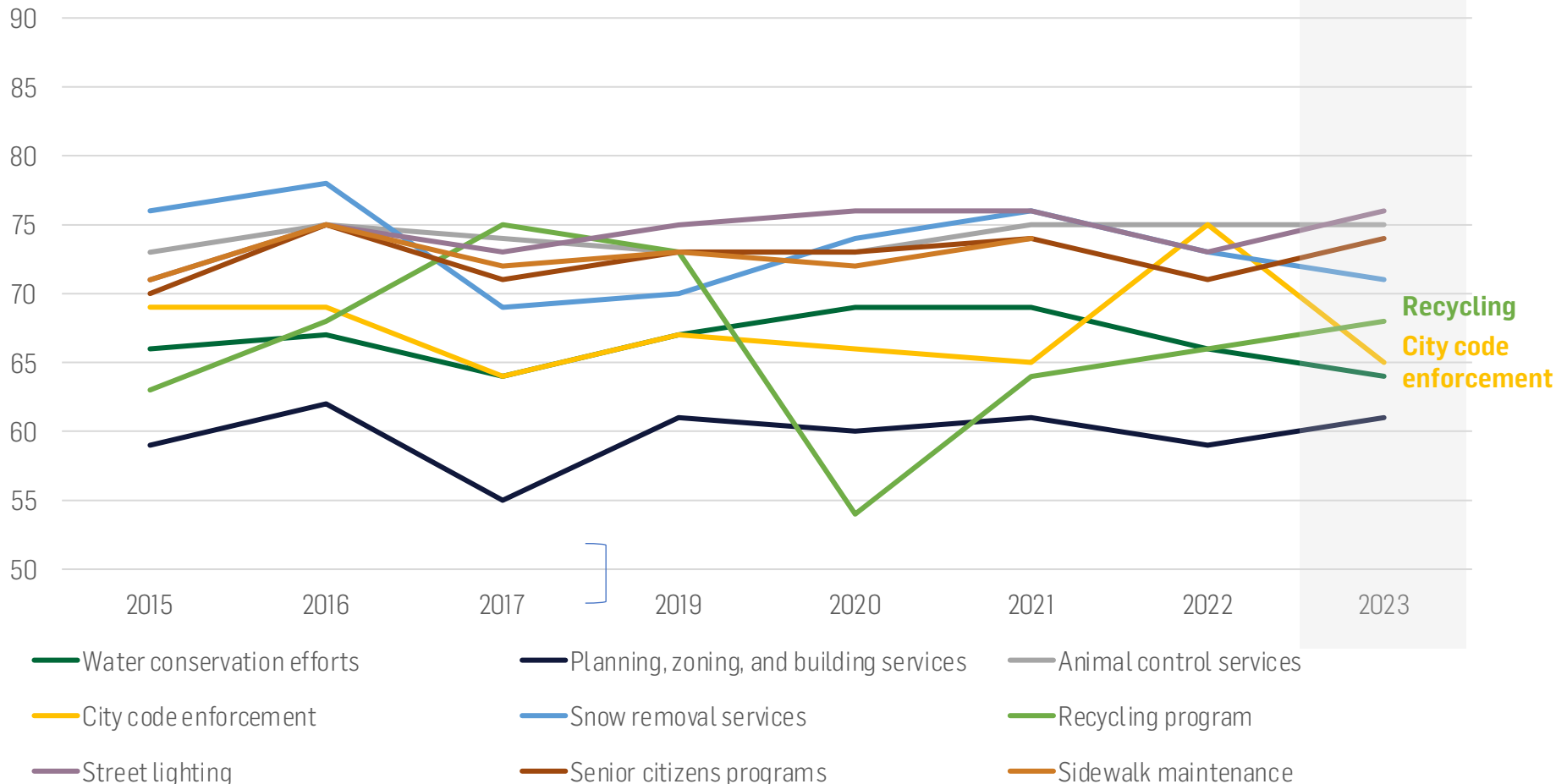
South Jordan provides a number of services to its residents. Please rate each of the following city services using a 0 to 100 scale with 0 meaning you are completely dissatisfied and 100 meaning you are completely satisfied. If you are unfamiliar with a service, select Not applicable.



SECOND TIER: RECYCLING CONTINUES TO RISE

After a positive movement last year, satisfaction with city code enforcement has returned to 2021 levels. Recycling ratings continue to rebound since 2020. Other services like planning and zoning, senior citizen programs, and street lighting see slight increase since last year, while satisfaction with water conservation and snow removal have declined.

Q South Jordan provides a number of services to its residents. Please rate each of the following city services using a 0 to 100 scale with 0 meaning you are completely dissatisfied and 100 meaning you are completely satisfied. If you are unfamiliar with a service, select Not applicable.



SERVICE NEEDS FOCUS ON WATER CONSERVATION & SNOW REMOVAL

Majority of citizens cite issues such as parking and snow removals as large parts of their experience with South Jordan City services in the past year.

Q

If you have any comments you would like to briefly share about your experience with any South Jordan City service in the past year, please enter them here.



"We need to take water use and conservation much more seriously."

"Recent snow removal performance is bad."

"Stop the high-density developments! There is not enough water nor roads to accommodate the continued growth."

"Water rebate was simple and [easy]. I think this is a great service to reduce outdoor water use."

"Poor snow plowing on both neighborhood streets and alleyways."

*Only words mentioned >2 times are shown in the visualization above

NEWS & CONTACTING SOUTH JORDAN

EMAIL RANKED AS TOP INFORMATION SOURCE

Half of respondents said that email from the city is their preferred method to receive information. Other social media accounts are least used, and almost least preferred.

Q

From which source **do you currently/would you prefer to receive** most of your information about South Jordan City? Please rank each of the following information outlets in order where (1) is the source where you get the MOST information and (7) is the source where you get the LEAST information about the City.

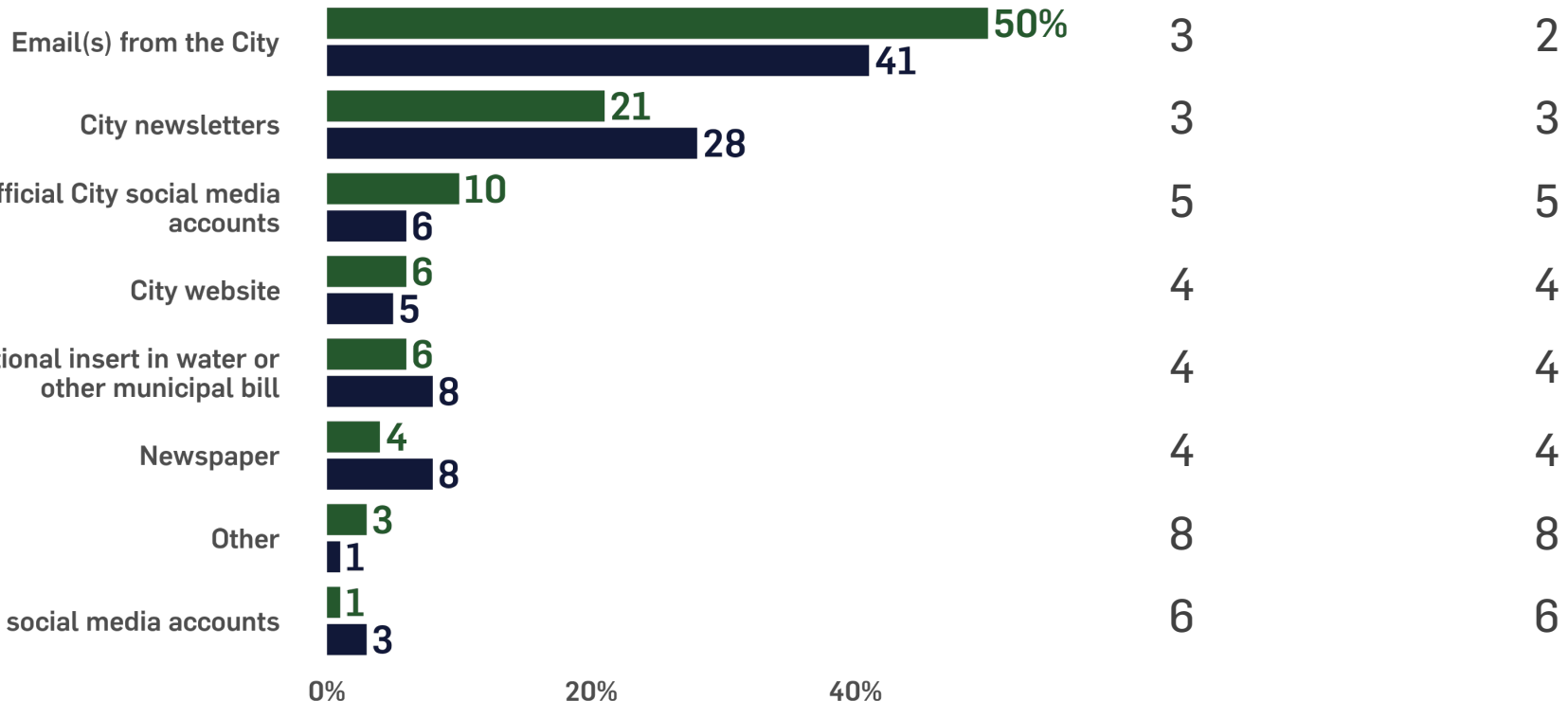
% Chosen as #1

■ Preferred Info Method

■ Current Info Method

Preferred Method
Average Rankings

Current Method
Average Rankings

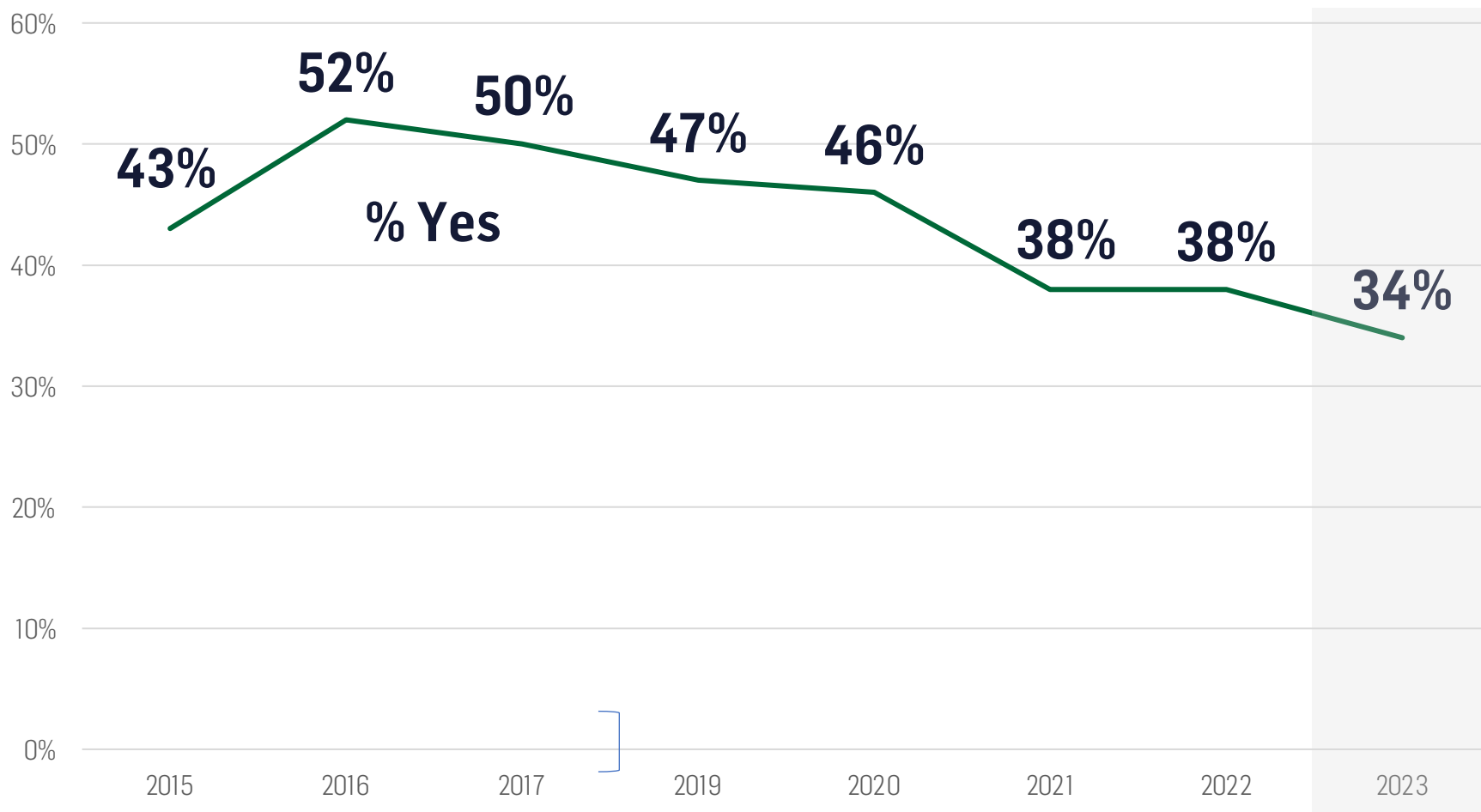


CONSISTENT DECLINE IN COMPLAINT OFFICE CONTACT

34% of respondents contacted a South Jordan office within the past year, down by -4 percentage points from last year. This continues a downward trend from 2016's all-time highest contact rate of 52%.

Q

During the past year, have you contacted any South Jordan office to seek service, information, or to file a complaint?

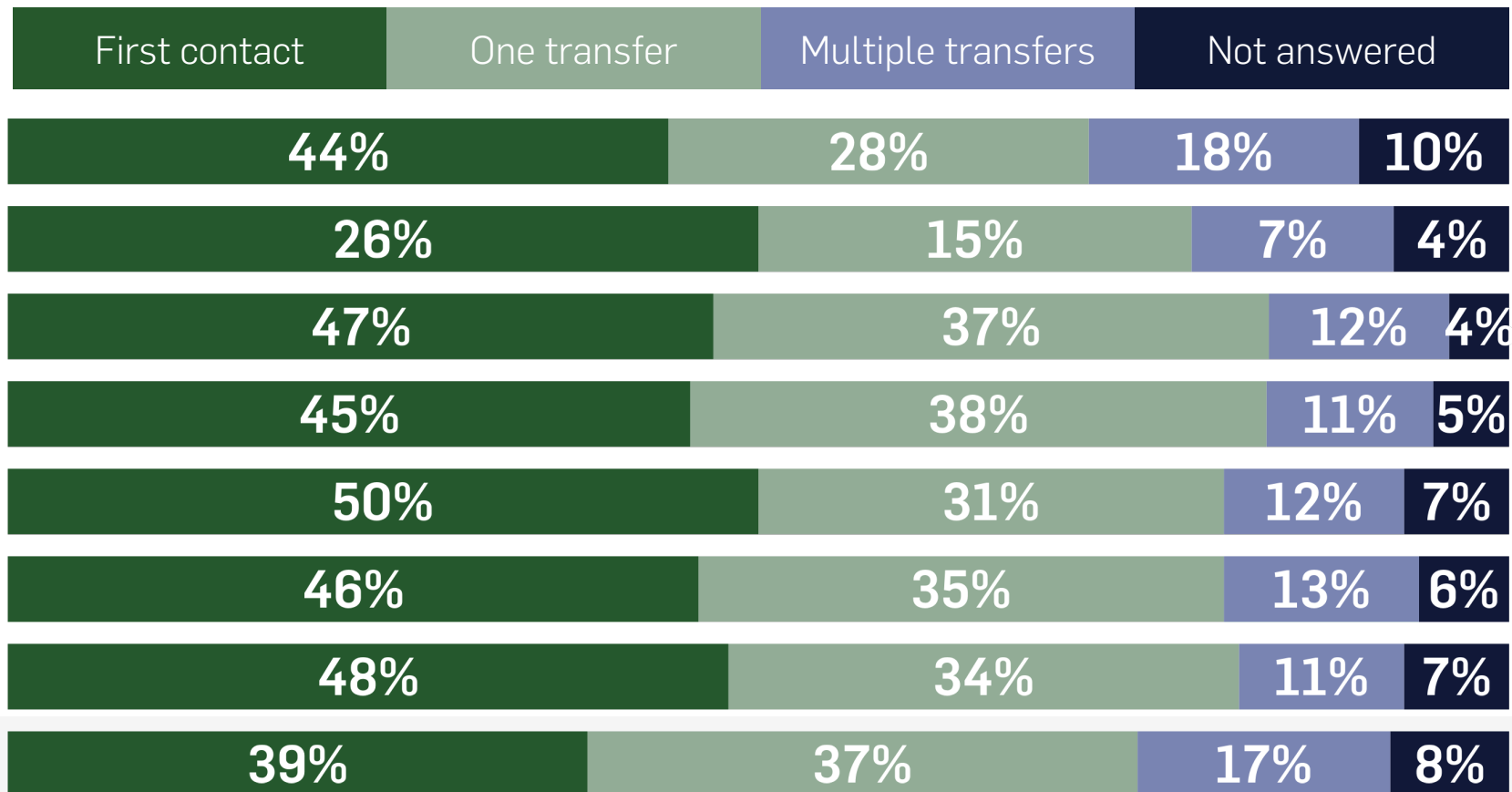


CONTACT RESOLUTION CONSISTENT OVERALL

48% of residents say the issue or question about which they contacted the city was resolved on their first contact and 34% had their question or issue addressed in one transfer. Overall, we see consistently high, efficient issue resolution from year to year. Compared to 2022, there is a slight negative movement (-9 percentage points) in first contacts.



When you have contacted South Jordan offices to seek service, information, or to file a complaint, were you able to have your request answered on the first contact or did it require a transfer(s)?

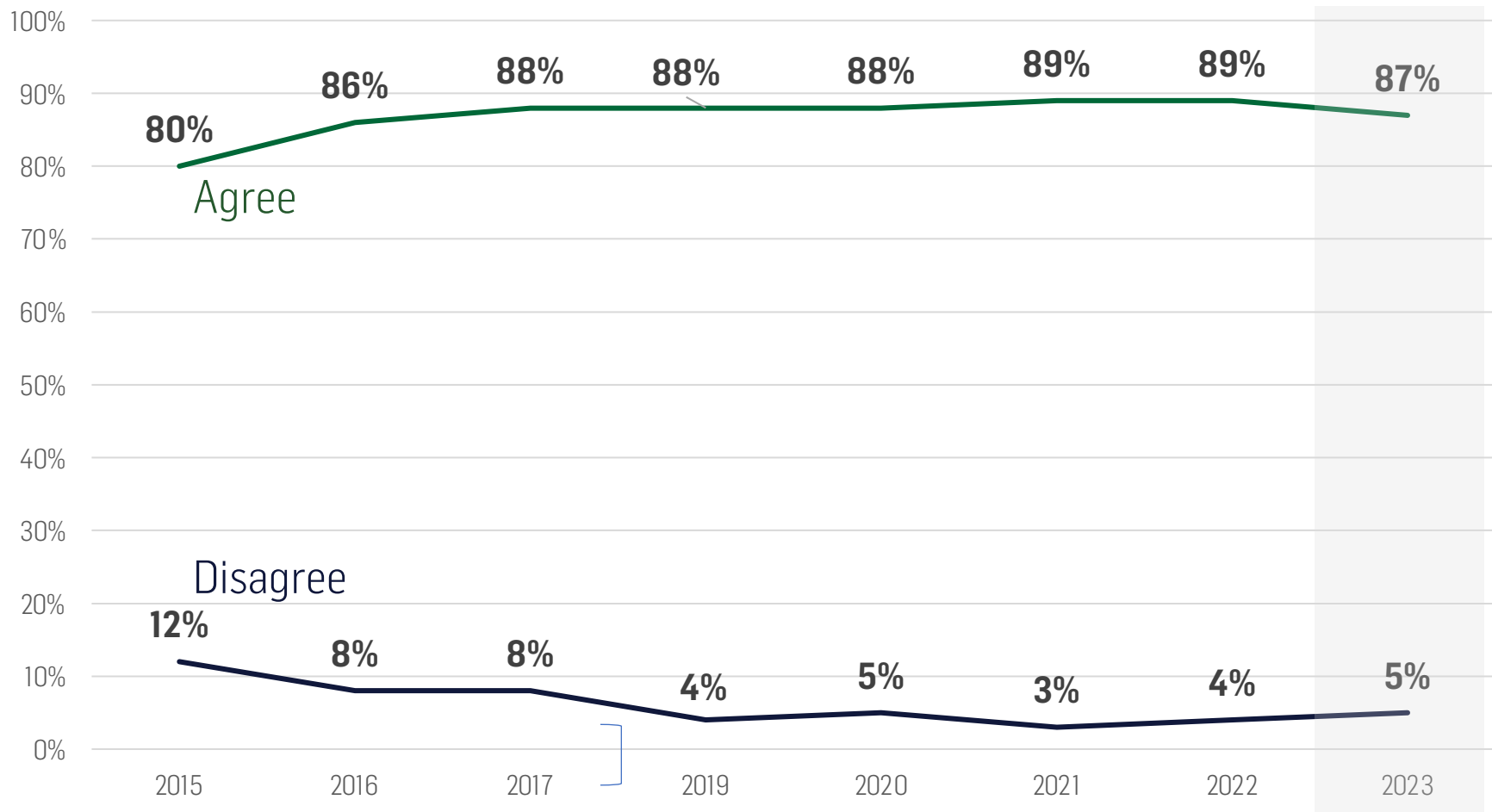


HIGH PROFESSIONALISM OF CITY OFFICIALS

87% of respondents say that they were treated with courtesy and professionalism when they contacted the city offices. This has remained relatively constant since 2017.

Q

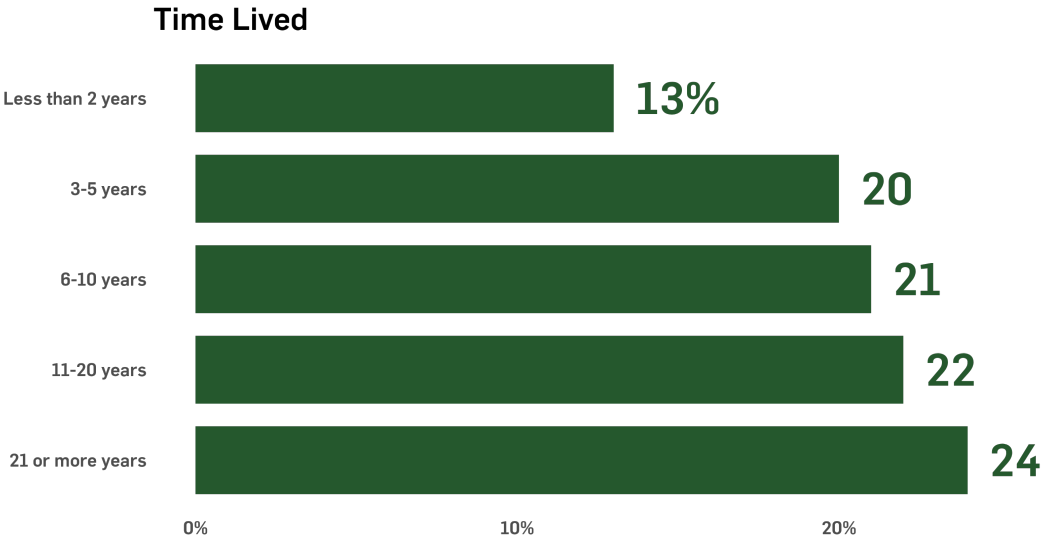
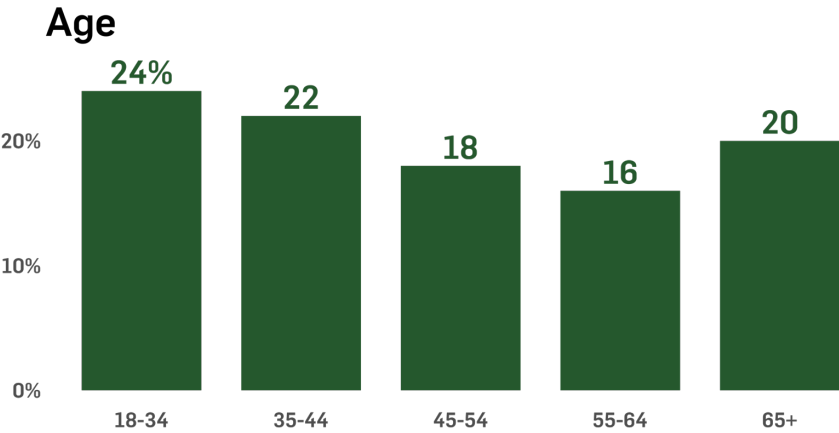
To what extent do you agree or disagree with the following statement: **I was treated with courtesy and professionalism when I contacted the South Jordan City offices?**



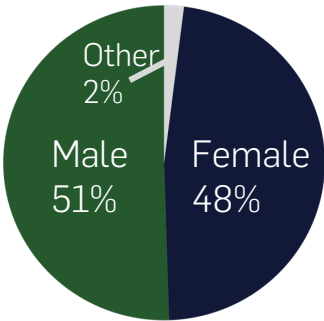
SAMPLE COMPOSITION

DEMOGRAPHICS

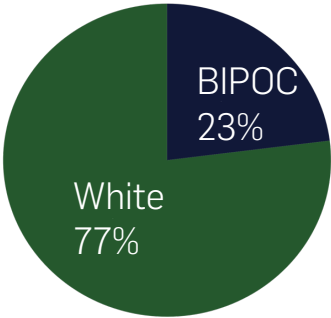
Q (Age)- Please select the year you were born [recoded into age ranges]
(Time Lived)- How long have you lived in South Jordan?
(Gender) – Which of the following best describes how you think of yourself?



Gender



Ethnicity



Income

Under \$25,000	1%
\$25,000 – 39,999	1
\$40,000 – 49,999	4
\$50,000 – 74,999	10
\$75,000 – 99,999	14
\$100,000 – 124,999	15
\$125,000 – 149,999	12
Over \$150,000	44